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*Cody, Sherwin*  
BUSINESS PRACTICE SERIES

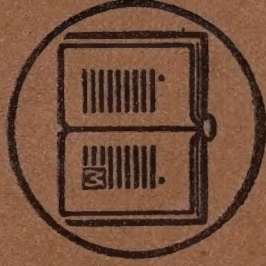
# EXERCISES

IN

# BUSINESS LETTER WRITING REVISED EDITION

*To accompany*  
Sherwin Cody's

"HOW TO DO BUSINESS  
BY LETTER"



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WORLD BOOK  
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## WORLD BOOK COMPANY

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# General Suggestions on Correspondence Practice

There are three essential elements in letter writing:

1. Correct form (margins, indentions, neatness, etc.).
2. Stating the facts with extreme accuracy.
3. Appealing to human nature so that a customer will feel that he or she is well treated.

Form is purely a matter of fashion or style, and changes as do the styles in women's dresses. For example, in England the salutation following the name of a business firm is "Dear Sirs"; but in the United States "Gentlemen" is the form generally used. Only a few years ago the first line of the body of the letter usually began just below the end of the salutation, so that the first paragraph was indented more than other paragraphs; today the prevailing style is to begin the first paragraph of a letter with the same indentation as all other paragraphs. To keep just even with professing fashion, neither ahead nor behind, is the desirable course to follow.

Commas are sometimes omitted after the date line and the name and address of the person written to; but only a few business houses have as yet adopted this style—it is very much like an extreme fashion from Paris which an actress may wear but which the ordinary matron does not care to adopt until it has become a little more usual (and perhaps next year it will be usual).

The forms in this book are the current best forms in letter writing.

2. Success in letter writing depends first of all upon getting the facts stated with extreme accuracy and completeness, giving just what the customer wants, and leaving out all that he would not care to know.

3. To the outside observer, business letters seem merely formal statements. In reality they are very nicely adjusted appeals to real men and women, to get very definite results. They must make a customer *feel* like doing what is asked. That is the salesmanship element, and it can come only from developing the imagination, which sees the customer sitting by the desk of the writer, and writing to him as one would talk face to face, and talk to win business.

It is quite impossible to put anything like this into letters until you come to realize the relationship of the customer to the business house, and of the clerk to the house and to the customer. This relationship can never be fairly sensed except in connection with one business at a time. The letter writer must get into the spirit of that one business before there is any possibility of his writing humanly successful letters.

## How to Study Business Correspondence

Letter writing is the simplest form of composition, once the business facts are understood; and every person, whether entering business or not, will gain immeasurably from being required to stick to exact facts.

**First Step: Mastering the Form.** Copy the model letters in the book very exactly as to margins, indentions, punctuation, etc. Then exchange papers and check up point by point.

**Second Step: Writing a Letter from Dictation in the Right Form.** The teacher may dictate another letter, which the pupils write according to the model. This may then be compared with the model point by point.

**Third Step: Deciding What to Say—Oral Preparation.** Turn to the first exercise and imagine that you are going to respond to it in person. Walk up to the desk of the teacher and make the best oral application for a position that you can. Or suppose that you are a customer giving an order and must state exactly what you wish, detail by detail, to a clerk who is slow in understanding you; or that you are a clerk answering in person the question of a customer who has called. When you can talk it you can write it. Study the outline of "Facts Required in Different Types of Letters," on the following page.

**Fourth Step: Expressing Yourself in Writing.** Observe exactly all the details given in the model letters and then state the facts worked out for the original letter as closely as possible in the same style and with the same completeness of detail, but make the expression natural.

**Fifth Step: Checking up.** When letters are ready, pupils should exchange papers and check up one thing at a time—first the facts, then the form, then the wording, spelling, and punctuation, according to the "check-up" on the following page.



## How to Center a Typewritten Letter

A letter should be centered slightly above the middle of the square space below the printed letterhead, which will average fifteen typewriter lines. If the printed head is longer or shorter than this, a corresponding change should be made in the number of blank lines dropped down.

The good appearance of a letter depends largely on getting the margins proportioned according to artistic principles. In general, the solid body of the letter should form a rectangle of about the same proportion as that of the letterhead paper itself, which is usually  $8\frac{1}{2}$  by 11 inches, except that the rectangle of typewriting runs across the sheet instead of up and down. These proportions have been worked out in the following table based on the number of words in a letter.

First, learn to estimate quickly the number of words in a letter from looking at your shorthand notebook. See how many words you average to the line and make a note of the number; see how many you average to the page and make a note of that number also. A little systematic practice will enable you instantly to estimate closely the number of words in a letter. If letters are to be single-spaced, remember that a blank line comes between each paragraph and add ten words for each paragraph in letters of 250 words or more, seven words for each paragraph in letters of 150 words to 200 words, and five words for each paragraph in letters of much less than 150 words. Double-spaced letters will not require this allowance.

Allow *seven* lines for the date, the name and address of the person written to, and the salutation (best single-spaced with double space between items, even in full double-spaced letters, as double-spacing strings the letter out too much). Shorter letters will be dropped down additional blank lines between the date and the name of the person written to, as shown in the table:

<i>Words in Letter</i>		<i>Drop Down Additional Blank Lines</i>		<i>Set Typewriter Stops at</i>	
<i>Double-spaced</i>	<i>Single-spaced</i>			<i>Left</i>	<i>Right</i>
150	300 or more	0	0	0	70
100	225	1	5	5	66
75	150	3	10	10	60
50	100	4	15	15	55
30	75	6	17	17	53

The figures given are the middle of the estimate. If you have more than 265 words, proceed as for 300 or more; if you have fewer than 265 but more than 190, take the spacing for 225 as the central average.

## Facts Required in Different Types of Letters

### Letter of Application:

1. Name and address of firm applied to?
2. Name and full address of applicant?
3. Is position wanted clearly stated?
4. What reasons stated why applicant should be given position? What training for work? What experience? Or what proof that applicant can do the work? What successes won in business or in school? School record?
5. What facts about applicant are called for in advertisement? Or what facts would firm be likely to want to know? Sex? Age? Nationality of parents? Living at home or boarding? Salary wanted?
6. Ambitions for future? Attitude toward the work? Promises?
7. Is letter too short or too long? Points omitted? Are all necessary points explained clearly and briefly? Is each subject in a separate paragraph? Do any points need more emphasis? How?

### Letter Ordering Goods:

1. Name and address of firm?
2. Name and full address of person giving order?
3. What items are ordered? Is each fully described? Sizes? Pieces? Numbers? Grades? Prices?
4. Where and how are goods to be sent?
5. How are goods to be paid for? If charged, how was credit arranged? If check is enclosed, is cost of exchange added? U. S. money order? Express money order? Bank draft? Express C. O. D.? Freight C. O. D.? How managed?

### Letter Answering Inquiries:

1. Name and address of inquirer?
2. Mention of date of letter answered, in natural manner?

Aug 15 1919

Recorded



3. Exactly what questions were asked in the letter of inquiry?
4. What is the exact direct answer to each question? What added facts might be suggested?
5. Is each fact required in answer so clearly stated that any one can understand it?
6. Is the manner of statement kindly and sympathetic? Is it tactful?
7. Is letter too long or too short? Are important points properly emphasized, so that reader will catch them quickly? Are definite answers given to all questions?

#### Letter Answering Complaint:

1. Name and address of person complaining?
2. Is complaint about goods ordered, shipped, and paid for? Or what? Just what was the original transaction, and when completed?
3. Exactly what is complained of?
4. Was fault in the business firm, in the freight or express company, or in the personal ideas of the complainer?
5. If firm was responsible, what adjustment should be made? If transportation company was responsible, what can be done? If customer is dissatisfied, what concession can firm afford to make?
6. Is the letter in every case apologetic and sympathetic?
7. Will the customer feel well treated after all is said and done?

#### Pupils' Check-up on Letter Writing

**Omission of Facts.** Take the list of facts that ought to be covered in the letter, three at a time, explain what each includes or may include, and write them on the board. Where fact No. 1 is covered in the letter, let the pupil write in the body of the letter or the margin a figure 1; where fact No. 2 is covered, a figure 2, and so on. When the facts specially called for are covered, add these two:

No. (?) Is the address of the writer sufficiently stated so that an answer can be delivered through the postoffice?

No. (?) Is the position for which application is made clearly stated? Or is the inquiry to which this letter is a reply directly referred to by date or otherwise?

Any fact not identified in the letter should be recorded in the upper left-hand corner after the word "Om" (for "omissions") by one single straight mark.

**Form of the Letter.** Make a small, heavy cross in the margin at either end of the line for any error in that line.

**Margins:** Is the left-hand margin not less in width than one joint of the finger or more than two joints—three quarters of an inch to an inch and a half—and fairly straight? Is the right-hand margin not less than a quarter of an inch, so that not more than three lines on a page come near touching the edge of the paper? (These margins are for handwritten letters on letter-size paper. Modify for note size, or typewritten letters, which require larger margins.) Is the letter crowded too high on the sheet, or is it placed too low? Are the paragraphs indented half an inch to one inch and a quarter?

**Date Line:** Are street and street numbers required? Do they come first, with a comma only at the end of the item? Is *St.*, *Ave.*, or *Boul.* capitalized and followed by a period if abbreviated? No period after *16th* or the like? Is *Sixteenth* capitalized if spelled out?

Do the city and state come next, comma between, and with a comma after the period for the abbreviation of the state, if it is abbreviated? Make a cross for any item omitted or out of order.

Does the date come last, as *April 25, 1918*, with comma after *25* and period after *1918*, but no comma after *April*?

Is the whole heading of the letter well balanced, and placed to the right-hand side of the page? **Name and Address:** Is the name of the person to whom the letter is written just flush with the margin? Followed by a comma? Is the address on the next line indented as a paragraph (exception for typewritten letters, where address may be flush with margin), followed by a comma, periods after all abbreviations, *St.*, etc., capitalized? Does the third line have a double indentation? Is there a comma after the city and a period after the state even if it is spelled out in full (no other punctuation)?

**Salutation:** Is the salutation flush with the margin? Followed by a colon (never a comma or semicolon)? *Sir* beginning with a capital letter? *Dear Sir* for a man, *Dear Madam* (never *Madame*) for a woman, *Gentlemen* (never *Dear Sirs*) for a firm or institution, *Ladies* for a firm of women? Does the body of the letter start as a paragraph, on a new line (not further to right than other paragraphs, an old-fashioned style)?

**Complimentary Close:** Does it start at least a third of the way across the page, not more than two thirds of the way, on a separate line? Does it begin with a capital letter and is it followed by a comma (no word capitalized except the first)? Is there any apostrophe in "Yours"? Is it a formal close,



as "Yours truly," "Respectfully yours," when the opening is formal, or an informal close like "Sincerely yours," used only in letters of a friendly and personal nature? Does the name come on a line below, starting a little to the right of the beginning of the complimentary close? (It may or may not be followed by a period.) If a woman's name is preceded by *Miss* or *Mrs.*, is the title in parentheses?

**Wording of the Letter.** Let us now examine the choice of words and phrases to see if they are all natural and correct. It is an example of poor wording to say "I am of the age of 13 years" (two *of's*) "I have had some experiences" (plural instead of the singular *experience*), "I *seen* your *add* in the paper" (a bad error of grammar like *I seen*, or *add* with double *d* instead of *ad*. as an abbreviation or short form for *advertisement*). Let pupils raise their hands and ask about any wording of which they are doubtful till all have marked the wording to their satisfaction. Write *vv* in the margin for each example of poor wording.

**Spelling.** Let us read the letter through again carefully to see if the spelling of any word is doubtful. If so, the pupil must be sure to ask.

**Punctuation.** Let us now look the letter through for punctuation especially. Write *p* in the margin for each example of wrong punctuation. (The following questions refer to the rules of punctuation in *Minimum Essentials of Punctuation*, page 155, of "How to do Business by Letter". Use of these questions will best follow study of those rules.)

Are any sentences run together with only a comma between?

Are there any compound sentences with *and*, *or*, or *but* which should have a comma before the conjunction? Are there any compound predicates, with the subject not expressed before the second verb, where there is a comma before *and* or *or* that should not be there?

Are there any subordinate clauses which should be set off by commas?

Are there any subordinate clauses set off by commas which should not be so set off because they are short and closely connected with the main clause in meaning or are essential to the meaning?

Are there any words thrown in which should be set off by commas?

Are there any words, phrases, or clauses in series which should be separated by commas, including a comma before the *and* or *or* connecting the last two items of the series?

Are there any addresses in the letter, of which the items of street and street number, town, and state should be separated by commas?

Are there any commas anywhere that are not needed?

Are there any proper nouns or proper adjectives, like *English*, *American*, or the like, which are not capitalized? Are there any common nouns capitalized that ought not to be capitalized?

Let pupils look carefully for each one of these items of punctuation, one item at a time, and ask if in doubt.

**Record.** Write at the top the number of errors under each head—Facts Omitted, Form of the Letter, Wording, Spelling, Punctuation, and then add all together for Total Errors. When tabulating for a class make a list in two columns, Facts Omitted and Total Errors (which includes Facts Omitted).

### Suggestions for Pen-Written Letters and Envelopes

Pen-written letters necessarily cover more space than typewritten ones, address lines frequently have to be shortened to keep the balance, and margins are always narrower. Three quarters of an inch is about the proper margin on the left-hand side. Measure this with a ruler and do not trust to the eye alone. The margin on the right-hand side of the page may be less.

In addressing envelopes, remember that you should study the convenience of the postal clerk, who has to handle thousands of letters with great rapidity.

1. Make a separate line for the name, the city, the state, and the street address, and keep each of these items well separated from the others, since one clerk reads the state, another reads the city, another the street address, and only the mail carrier or person delivering the letter ever looks at the name of the person to whom the letter is written.

2. Do not abbreviate a short state, and write the state on a separate line, not on the same line with the city. After "New York City" the state is conveniently indicated by the abbreviation "N. Y." by way of distinction.

3. Many prefer to place the street address in the lower left-hand corner, since this prevents crowding or confusion. This is especially desirable when the address consists of more than four items. Always begin the address so there will be plenty of room and no line will run too close to the right-hand side of the envelope.

Never write anything in the middle space of the envelope at the top where the postmark should come. Always leave plenty of room near the stamp for the postmark.



# Exercises in Letter Writing

## To Accompany "How to Do Business by Letter"

In the following pages, references to "the Textbook," or to chapter or page, with no book mentioned, are all references to "How to Do Business by Letter."

<p>RETURN AFTER FIVE DAYS TO</p> <p><b>United States Business College,</b> 744 Wabash Avenue CHICAGO.</p>	<p>STAMP HERE</p>
<p><i>Mr. John Jones,</i> <i>Philadelphia,</i></p> <p><i>Prin. Quaker City College. Pa.</i></p>	

Notation: Address envelopes in which to inclose the model letters on pages 11, 13, 15, 21, 27, 29, 31, and 43.







Danville, Conn.

June 4, 1909.

Messrs. J. & J. Wanamaker & Co.,  
New York City, N. Y.

Gentlemen:

I am interested in photographic goods, and if you have a catalogue in this line I should be glad to see it. What prices do you make on Eastman 4x5 dry plates? What are your prices for developing and printing? Do you guarantee work of this sort to be satisfactory?

Your courteous information will greatly oblige

Yours truly,  
(Miss) Bessie M. Gregor.

Notation: Compare this letter with the typewritten form on page 33.

Copy in the pen style the typewritten letters on pages 43 and 45.







## ENVELOPES

Mr. Townsend Smith,  
Binghamton,  
New York.

Messrs. Marshall Field & Co.,  
State and Adams Sts.,  
Chicago,  
Illinois.

Mr. James Gourley  
Care Dr. H. C. Paddack  
2477 Grand Avenue  
New York City  
N. Y.

Exercise: Each of the letters in the following exercises should be properly folded and inserted in a correctly addressed envelope.







To the Student:

Do you expect to hold a position after  
you graduate where you will have letters to write?  
How much salary do you hope to earn when you have had  
time to work up to your best? Do you wish to learn  
to write letters that will make your employer say,  
"There is a young man or woman who knows his business;  
he writes the best letters of any one in my employ"?

The Teacher.

**Notation:** Refer to the Textbook, Chap. 1, Letters 1 to 5. Answer the questions in this note as briefly and clearly as possible. In the reply, use your teacher's name. Notice that when a name is used you omit "to." Observe also that this is a "note" and not a "letter." Date each note.

In this exercise, don't be afraid of expressing your honest feelings, and don't say anything that sounds absurd. Be true to the facts in regard to yourself.



**Questions** (Answers found in Chap. I of Textbook): Would you use the short method of writing a date on a regular letter? Should "a. m." and "p. m." be written in small letters or capitals? Is it necessary to use these abbreviations after every figure indicating an hour, when several are given together? What punctuation mark should you place between figures indicating hours and minutes? Is "Miss" an abbreviation? Should it be followed by a period? Should "o'clock" be written with a capital letter in the middle of a sentence? If hours and minutes are given in a letter, when should they be written out in words instead of figures? What punctuation mark follows the salutation or name of person addressed in a note?

**Correct English.** What is a sentence? How would you begin and end a sentence? (See page 30, How to Do Business by Letter.)

Rewrite the following in correct form:

I received your letter when I arrived. I will order the typewriter today and forward bill,<sup>1</sup> then you can send me a check.

I like the Remington,<sup>2</sup> it has such an easy touch my fingers do not get tired. My <sup>3</sup>uncle James uses the <sup>4</sup>oliver, <sup>5</sup>his stenographer Miss Lathrop prefers it. If not kept oiled,<sup>6</sup> it rattles badly<sup>7</sup>—I suppose that is true of any typewriter. I hear the Underwood wears longer than any other,<sup>8</sup> I think the touch is heavy, however.<sup>9</sup> But perhaps you would like it. I shall send the best typewriter I can get for the money at Jewetts<sup>10</sup> typewriter<sup>11</sup> exchange.

**Notes.** 1. "When" is a relative word and introduces a subordinate clause that must always be attached to a main sentence, but "then" is not a relative word as some suppose, and usually introduces a new and independent sentence. Place a period here instead of a comma.

2. "I like the Remington, (because) it has such an easy touch" would be a single sentence, the word "because" being implied; but the end of this sentence "my fingers do not get tired" shows that an entirely new sentence ought to begin with "it has such an easy touch." Place a period after "Remington."

3, 4. The name is "Uncle James," so "Uncle" must be capitalized, and "Oliver" should be, too. A new sentence begins at 5, as there is no relative word to connect these clauses. "If" is the relative word in the next sentence, so the comma is correct at 6, but there should be a period in place of the dash at 7. Why do you need a period instead of a comma at 8? At 9 a semi-colon (before "but") would be better than a period, since "but" is not entirely independent like "then."

10, 11. Put an apostrophe in "Jewett's," and observe that "Typewriter Exchange" is part of the name and should be capitalized.



# Hilger Publishing House, Publishers, Booksellers and Importers.

Reading, Pa.

Nov. 10, 1919.

Mr. John J. Jones,  
Principal Quaker City College,  
Philadelphia, Pa.

Dear Sir:

My father wishes to talk with you in regard to the chances for my future advancement, and what studies will best fit me for a position that will pay a good salary. If you will let me know when you can be found at your office, he will call on you in Philadelphia.

Very truly yours,

*Henry Blaisdel.*

**Notation:** In reply to this letter state that Mr. Jones will be glad to see Mr. Blaisdel at his office any day except Saturday, preferably in the afternoon between two and four o'clock. State briefly his pleasure in talking the matter over and advising to the best of his ability. See Textbook, Chap. II, Letters 6-9.

Try to write a letter that will make Mr. Blaisdel feel friendly. Study how to put that friendly spirit into your letter.

**Additional Exercises:** Mr. Blaisdel goes to Philadelphia, but finds Mr. Jones has been called out of the city unexpectedly. Let the son write another letter stating that his father went to see Mr. Jones, but found he was out of town. Then write the reply of Mr. Jones, apologizing for his absence and offering to make another appointment when he will surely be at his office. Let the son write a letter saying his father will be in Philadelphia again the day after to-morrow, and will be at Mr. Jones' office at two o'clock. Write Mr. Jones' answer accepting this appointment.



**Questions** (Answers found in Chap. II of Textbook): What four items should appear in every date-line of a letter? Where are these items to be placed on the letter page? How are they separated? Where are commas not used? When streets are numbered, how should they be written? Why is nd or st not required after the day of the month?

Where do you place the name and address of the person to whom a business letter is addressed? Is it proper ever to omit the address? How should the name, address, and salutation be arranged? What is the salutation?

Is it proper to use two titles with one name? What exceptions? When may no title be used? How do you punctuate the name and address? What should be the last punctuation mark after the address? What is the best punctuation mark after the salutation?

What is the proper salutation for a man? A company? A married woman? A young girl? When the name is used in the salutation, where should the full name and address be placed? What exception to this rule is common? Why is "Dear Friend" objectionable?

What two ways are there of beginning the body of the letter? Do you think it is the beginning of a paragraph? What is the preferred indentation?

Why is it not proper to say "I will be glad"? Is "he will be glad" any better?

**Correct English.** When should a pronoun be in the subjective case and when in the objective? (See Pronouns, page 199, "How to do Business by Letter.") Mention the subjective forms of "me," "you," "him," "her," "whom." What are the objective forms?

Correct the following:

Between you and I,<sup>1</sup> I wouldn't be her<sup>2</sup> for a good deal. Who<sup>3</sup> do you think she has to take orders from? Why, from three different men and one woman. Colonel Ranley calls her, and then Mrs. Stevens. First its<sup>4</sup> her<sup>5</sup> and then its<sup>4</sup> him,<sup>5</sup> and then its<sup>4</sup> the other two. The other day I telephoned her and said, "Let's us<sup>6</sup> go to lunch today, just you and I<sup>7</sup> together." But no, she had to stay in for Colonel Ranley. She says no one is harder on her than him.<sup>8</sup>

**Notes.** Every figure marks an error to be corrected according to the rule indicated, as follows: 1. (Pronouns, page 200, Rule 2). 2. (Rule 3). 3. (Rule 2). 4. Should be "it's" (abbreviation for "it is"). 5. (Rule 3). 6. (Rule 2). 7. In apposition with "us" and should be in the same case. 8. (Rule 4).



**The Home Delicacies Company**  
**Restaurant—Catering**  
**Aurora, Illinois**

June 10, 1919.

Messrs. J. & J. Wanamaker & Co.,

Chicago, Ill.

Gentlemen:

I ordered a sideboard, a dining table, and six dining-room chairs of you ten days ago and was told they would be sent without any delay. I have not yet received them, and am very greatly inconvenienced by not having them. Will you not look into the matter immediately? I shall certainly appreciate any special effort you may make to hasten the delivery to the utmost, as I have arranged for a dinner party day after to-morrow, and must cancel the invitations unless I can have these things.

Yours truly,

*(Mrs.) Margaret Deland*

**Notation:** Apologize, say the teamsters' strike has interfered with deliveries, and promise that the furniture shall be delivered the following day. See Textbook, Chap. III, Letters 10-13.

Make your apology profuse, and show that you mean it. Try to make the lady feel you really mean it.

**Additional Exercises:** Mrs. Deland receives the furniture the day promised, but finds the table marred by a long scratch across the top. She writes to complain, and is told that another table will be sent to replace the damaged one. Ten days later she writes to say she still has the damaged table and has not received the perfect one. Wanamaker apologizes for the delay, pleading the strike of the teamsters, and promises that the matter will be attended to in a day or two.



**Questions** (Answers in Chap. III of Textbook): Why is it objectionable to close a business letter with some conventional phrase ending with "I am" or "I remain"? What are the proper complimentary closes for business letters? For letters of pure friendship? If such a phrase as "Thanking you for your order" is used, on what ground may "I am" or "I remain" be omitted? What words in the complimentary close are to be capitalized? Why should letters not be signed on the typewriter? Why is "by" preferable to "per" before the name of some one signing a firm name? Is this firm name usually typewritten? Is a postscript treated as a paragraph? Where should the full name and address of person written to be placed when there is a postscript—above or below the postscript?

How should a woman sign her name when writing to a stranger if she is married? How if she is unmarried? In writing to a woman, how should a letter begin? In writing to a young girl would you say "Dear Madam"? Is it proper to sign any letter "Mrs. Deland" without a first name or parentheses around "Mrs."? When may a woman use her husband's name instead of her own? Give a reason for making each paragraph in each of the letters in Chapter III.

**Correct English.** What possessive form would you use after "each," "the company," "everybody," "one"? (Rule 5, page 202.) How can you tell what form of verb to use after "who"?

Write the following correctly:

This morning the union ordered their<sup>1</sup> members to go on strike; but the company had their<sup>2</sup> strike-breakers all ready. Each side threaten<sup>3</sup> severe measures and say<sup>3</sup> they refuse<sup>3</sup> to arbitrate or hold any further conferences whatever. One wonders what you<sup>4</sup> ought to do, but everybody must decide whether they<sup>5</sup> will stand by the company or go with the union. There is no such thing as standing neutral. I, a peaceable sort of citizen, who hates<sup>6</sup> rioting, seem to be caught and forced to fight whether he<sup>7</sup> likes to or not. Sam or I will have to be at our<sup>8</sup> desk day and night. Jennie or<sup>9</sup> John, the two<sup>10</sup> book-keepers, will also have to be on duty. No doubt each will stick to his or her<sup>11</sup> job.

**Notes** Each error is marked by a figure, and may be corrected by the rule indicated: Rule 5, page 202—1. Union—its. 2. Company—its. 3. Each side threatens—says it refuses. 4. "You" cannot refer to "one." 5. Everybody—he. 6. I (who) hate. 7. I like. Rules 6—8. "Our" would refer to "Sam and I," not "Sam or I." Make it "the." 9, 10. "Jennie or John" would not make "two." Say "Jennie and John." 11. Unnecessary to say more than simply "his."



# J. & J. Wanamaker & Co.

Philadelphia, New York, and Chicago

Chicago

July 12, 1919.

The Barrett Company,  
Mishawaka, Ind.

Gentlemen:

Will you please give us your best quotation on your No. 3 Peerless gas range, the price to hold good until June 1, 1920, one hundred ranges to be taken by us, as we may need them before that date. A prompt reply will greatly oblige.

Very truly yours,

J. & J. Wanamaker & Co.

*John Hale*

Mgr. Stove Dept.

**The Barrett Company**

Mishawaka, Ind.

July 14, 1919.

Messrs. J. & J. Wanamaker & Co.,  
Chicago, Ill.

Gentlemen:

In reply to your letter of July 12 asking for a quotation on one hundred Peerless gas ranges No. 3 to be taken and used by you before June 20, 1920, we regret to say that we cannot give an exact quotation at this time. We can state, however, that we will furnish them for eight hundred dollars (\$800.00), or less if the price of iron justifies a lower figure. At present we can furnish them for \$750.00 and possibly we can maintain this price.

We shall greatly appreciate this order.

Yours truly,

THE BARRETT COMPANY,

*Carl Eichberg*

Secretary.







# J. & J. Wanamaker & Co.

Philadelphia, New York, and Chicago

Chicago

July 19, 1919.

The Barrett Company,  
Mishawaka, Ind.

Gentlemen:

We thank you for your letter of the 15th quoting prices on No. 3 Peerless gas ranges. If you will give us ninety days on them, you may consider this letter an order for one hundred. We presume you will store them for us and ship as we may need them. Kindly let us know by return mail if this is satisfactory.

Very truly yours,

J. & J. Wanamaker & Co.,

*John Hale*

July 21, 1919.

The Barrett Company

Mishawaka, Ind.

Messrs. J. & J. Wanamaker & Co.,  
Chicago, Ill.

Gentlemen:

We accept your proposal of July 19, and have entered your order for one hundred No. 3 Peerless gas ranges for \$750.00, terms payment in full ninety days from date of invoice, stoves to be shipped as you may order within six months.

Very truly yours,

THE BARRETT COMPANY,

*Carl Eichberg*  
Secretary.

**Notation:** Write a similar series of letters, the first a request from the manager of the hardware department for quotation on a carload of granite enamel saucepans, assorted styles and sizes. In reply offer the carload for \$400 spot cash, giving the price as \$500 for delivery before June 1, 1920. To this write from Wanamaker's, saying offer of \$400 will be accepted for shipment Oct. 1, payment on receipt and examination of the goods. Reply saying order has been entered on those terms. In each acknowledgment give date of letter answered. (See Textbook, Chap. IV.)

Make out invoice on blank to be found at back of this exercise book, and send with an appropriate letter when goods are shipped.



**Questions** (Answers in Chap. IV of Textbook): Why is it desirable to mention date of letter you are answering? Is it always necessary? What usual stereotyped forms are objectionable? Why do business men try to avoid them? How would you begin a letter in an easy and natural way? How should a list of goods ordered be arranged? What do paragraph indentions indicate as to the meaning? When should you make a paragraph and when should you not do so? Mention words that are to be avoided in letter writing. How did these words come to be used commonly in business letters? Why are business men now trying to avoid them?

State some of the special abbreviations for states recommended by the Post Office Department. Why are these new abbreviations better? What is the object in putting your own name and address on the outside of an envelope? Is it allowable to pencil a little note on a newspaper sent at newspaper rates? What is the penalty? Can you send more printed matter for one cent than you can written matter for three? What is the rate on foreign letters? Name some foreign countries to which the letter rate is 3c instead of 5c. What is the rule for remembering to put a 5c stamp on foreign letters?

What special words may be capitalized in a particular business letter that would not be capitalized in other letters? Why should we hyphenize "price-list"? In what kinds of letters should two ciphers be placed after figures denoting sums of money, to indicate "no cents"? In referring to a length of time, such as six months, should figures be used?

**Correct English.** When is a sentence without an expressed verb correct? How is such a sentence usually punctuated? What form of the verb, singular or plural, is required after each of the following: company, factory, army, few, number, none, Montgomery Ward & Co., the Montgomery Ward Company, William Taft and Theodore Roosevelt, love and beauty? (Verbs, pages 204, 205, 206.)

Write the following correctly:

Referring to our recent conversation,<sup>1</sup> As I said, the chance of a lifetime.<sup>2</sup> Every one of the really great financiers take<sup>3</sup> some risk almost daily. Carnegie and Rockefeller have been lucky. A Morse or a Heinze get<sup>4</sup> caught on the wrong side, but may be just as clever, only not so lucky. An army of gamblers plunge<sup>5</sup> in the market every day, and we say they<sup>6</sup> are reckless. A few business men are<sup>7</sup> just as reckless, but a large number are<sup>8</sup> far more conservative. Yet none refuse<sup>9</sup> to take some chances. Every individual in the entire host of successful business men have<sup>10</sup> had the courage to strike when he<sup>1</sup> thought the iron was hot, and often if it weren't<sup>12</sup> hot and he<sup>13</sup> lost.

**Notes.** 1. Not a sentence, no verb. Say, "As I said in our recent conversation." 2. Here the verb "this is" is clearly implied. What punctuation mark is required? Begin "the" with a capital letter. (Rule 22, page 193.) 3. "Takes." (Rule 8, page 204.) 4. "Gets." (Rule 8.) 5. Correct—why? 6. Why correct? 7. Why correct? 8. Why correct? 9. "Refuses." (Rule 10.) 10. "Has." (Rule 8.) 11. Why correct? 12. "It wasn't." 13. Why correct?



**YOUNG LADY—FOR OFFICE WHOLESALE**  
mail order house; must be rapid and accurate worker; good chance to learn general business; exceptional opportunity for advancement to right party. Detmer Woolen Co., 200 Monroe-st., 7th floor.

**STENOGRAPHER—BRIGHT HIGH SCHOOL**  
graduate, for position in large office; must have at least six months' experience; write fully, giving age, experience and education; salary to start \$10. Address G A 310, Tribune.

**STENOGRAPHER AND ASSISTANT BOOK-KEEPER**—Young woman; \$8 to start; opportunity for advancement for one who is accurate. Address S L 238, Tribune.

**YOUNG MAN—BRIGHT, COMPETENT TO**  
extend bills in large wholesale dry goods and notion house. Replying give age, nationality, experience and name of last employer and salary expected. Address E N 584, Tribune.

**YOUNG MAN — EXPERT AT FIGURES;**  
good penman of irreproachable character, for confidential position in a well established house; answer to receive reply must state age, reference, and wages expected. Address J W 293, Tribune.

**STENOGRAPHER—GIRL JUST GRADUATED**  
from school to learn office work; need not take dictation rapidly; must use machine well, be of pleasing appearance; hours 9-12, 1-5; state salary expected; permanent position. Address E 449, Tribune.

**ASSISTANT BOOKKEEPER—YOUNG MAN;**  
must be good at figures and accurate; fine opening for right party; \$12 to start; state age, experience, references. Address E N 380, Tribune.

**GIRL — WHO CAN OPERATE TYPE-**  
writer; shorthand not necessary; fine opportunity for advancement; state age, education, experience, and salary to begin. Address T P 254, Tribune.

**STENOGRAPHER AND TYPEWRITER —**  
Must be young lady of good family, well educated, experienced in keeping files, rapid writer, and willing worker; hours 8:30 to 6. Make application in own handwriting, stating experience and naming former employers. Address W 296, Tribune.

**ASSISTANT BOOKKEEPER — A BRIGHT**  
young man; must be good penman and correct at figures; good opportunity for advancement. Address T O 253, Tribune.

**BOOKKEEPER — BRIGHT YOUNG MAN**  
for branch office work outside Chicago; must be reliable and come well recommended; give age and experience in full. Address E N 325, Tribune.

**BOOKKEEPER—MAN, CAPABLE DOUBLE**  
entry; one familiar with purchase and general ledger accounts; give references, experience, and salary wanted. Address S 522, Tribune.

**STENOGRAPHER — BRIGHT, INTELLI-**  
gent young woman; must also attend to customers; downtown house furnishing goods. Address E 360, Tribune.

**CLERK — FIRST-CLASS, EXPERIENCED,**  
under 25 years of age; must be first-class, rapid penman, and have some office experience; give full details in your reply. Address W 417, Tribune.

**LADY—BRIGHT, ENERGETIC, FAIRLY**  
well educated; not too young for special work; six hours daily; experience unnecessary if willing to learn. M. J. TAYLOR, 169 Dearborn-st.

**STENOGRAPHER AND ASSISTANT BOOK-**  
keeper—Bright young woman; one of limited experience will be acceptable, provided she can qualify for more responsible position soon; state salary required. Address J J 248, Tribune.

**YOUNG LADY—DESIRABLE PERMANENT**  
place for one who can write neatly and handle figures correctly; painstaking accuracy essential; state age, experience, and salary required; work is in the line of orders, bills, and assistant cashier. Address E P 55, Tribune.

**YOUNG MAN—NEAT, BRIGHT, IN REAL**  
estate office; must have some knowledge of electric bell repairing and run elevator one hour daily; salary \$8. Suite 511, 42 River-st.

**LADY—YOUNG, REMINGTON OPERATOR,**  
and to assist in general office work; state age, experience, references, and wages required. Address T 463, Tribune.

**STENOGRAPHER — IN DOWNTOWN OF-**  
fice; short hours; state age, experience, present employment, and salary. Address W 454, Tribune.

**GIRLS—EXPERIENCED IN FILING LET-**  
ters and general office work; also girl over 16 to learn general office work. 5th floor, 95 E. Kinzie-st.

**Notation:** Write letters applying for such position as you are yourself actually competent to fill. Do not introduce imaginary details. Stick to facts.



**Questions** (Answers in Chap. V of Textbook): When should you write a short letter applying for a position and when a long letter? Why is it important to write on good paper and in a neat style? What form may be used in answering a "blind" newspaper advertisement?

Is it allowable to use "Mess." for "Messrs."? What title should be prefixed to the name of a magazine? In what cases is it proper to use a comma immediately after a period?

Why is "Dear Sirs" for the plural to be avoided? Are abbreviations to be used promiscuously in a letter? What special abbreviations are allowable?

What is the proper spirit to show in making application for a position? Discuss this question and illustrate it in detail from the poor letter in the Textbook and the rewritten letter.

**Punctuation:** Explain and illustrate what is meant by a "group" of words. Give an example of a group of words constituting a complete principal sentence. Give an illustration of a group of words constituting a subordinate sentence or clause. Give an illustration of a group of words constituting a prepositional phrase. Give an illustration of a group of words constituting a participial phrase. What special words can you remember which are thrown into a sentence and do not unite with others to form groups? Why are groups separated by commas? (Refer to pages 183-184, *Minimum Essentials of Punctuation*, for information about phrases, participles, etc., if these rules are not already entirely familiar.)

**Correct English.** Why isn't "It don't" correct? (Rule 9, page 205.) What is "don't" a contraction for? What is the proper contraction of "does not"? What is the contraction for "am not" or "am I not"? What is the matter with "aren't I?" Do you know the difference between a past participle and a past tense? (Rule 11, page 207.) Write out a list of the past participles and past tenses used in the illustrations under Rule 11, page 207, and make up fifteen sentences entirely of your own in which these forms of the verb are correctly used.

Correct the following:

I had went down to the swimming-pool and there I seen the little fellow had done just what I told him not to—he had gone into the ice-pool. I swum out to where I saw him go down, but he had sank for the last time. I dove for him, and brung him up. Of course I hadn't took off my clothes, and I had a hard time to get to shore. (The correct forms will be found under Rule 11, page 208.)



# John Wanamaker

New York,  
Broadway 400 S. W. Second 1102 S. E.

Paris,  
44 Rue des Petites Ecuries.

City Hall Square,

Philadelphia, July 1, 1919.

Mr. Plimpton:

Have checks made out for my signature to cover the following bills and write suitable letters to go with each:

Parker, Bridget & Co., raincoats, \$47.00;  
J. & J. Wanamaker & Co., New York, \$7.95;  
Peter Dunne, books, \$7.50.

Send a subscription for the Bookkeeper

and Stenographer, in the name of the house, \$1.

Write to Brentano's, New York, asking if they have any books on the use of card systems, and say that if they have anything really good they may send with bill.

Send \$1 subscription to the General Retailer, New York, for the ensuing year.

Have these ready for me at 5 o'clock.

Henry Houston

**Notation:** Write each of the six letters directed in this memorandum, referring to Textbook, Chap. VI, Letters 21-24. Do not put on the signatures, but the firm name may be written in each case, the initials or name of the manager to follow (see Letters 13 and 15.)

**Additional Exercises:** Receipts for several of these checks not having been received at the end of ten days, Plimpton writes in the name of the house asking if the money was received and, if there was an order, whether it has been attended to. The book ordered from Brentano's is not satisfactory and is returned. In the letter of explanation return the bill.

Attach check to each of first three letters, using blank forms to be found at the back of this exercise book.



**Questions (Answers in Chap. VI of Textbook):** How would you send a sum of money less than one dollar? How would you send an even dollar? Why cannot stamps be sent to foreign countries? How can you send stamps so they will not stick together? How would you send amounts larger than one dollar? What is the objection to a private check? What is the advantage of an express money order?

Call at the post office and get a U. S. Money Order application blank and bring it to the class properly filled out.

Where do you place a money order or check when inclosing it in a letter?

Is a word like "Publishers" after a firm name a second title in violation of the rule against duplication of titles? How is it regarded? How do you justify the last phrase of Letter 21, in that it seems to be a sentence yet has no subject or predicate? Is omission of the subject and predicate objectionable in this case? Why do you capitalize "Magazine" in "The Munsey Magazine"? Should names of magazines be put in quotation marks or underscored? When is it proper to omit all marks?

**Punctuation:** What are the leading rules for the use of capital letters? What is the difference between a common noun and a proper noun? May the same word be a proper noun at one time and a common noun at another? Give three examples of common nouns used as proper nouns and requiring to be capitalized. When should the word "company" be capitalized? Give an example of capitalizing an ordinary word merely to emphasize it. What adjectives should be capitalized? Are all abbreviations capitalized? Give ten that are and three that are not.

**Correct English.** What is the perfect tense and how is it formed?

- What is the past tense? How can you tell when to use the perfect and when the past? (Rule 13, page 211.)

Correct the following:

Did you get<sup>1</sup> that book yet which I sent you? I already inquired<sup>2</sup> about it at the postoffice. It was mailed day before yesterday. By the way, have you heard<sup>3</sup> from Mr. Blaisdell after<sup>3</sup> that letter you showed me? I didn't<sup>4</sup> hear any more from him so far. I hoped I should have settled<sup>5</sup> that matter with him before I went on my vacation. Since I saw you I have been told<sup>6</sup> that Bartlett got his settlement all right.

**Notes.** (Rule 13, pages 211-212.) 1. "Have you got" required by "yet." 2. "Have already inquired." 3. "Have heard" does not harmonize with "after," but you may change "after" to "since." 4. "Haven't heard" "so far." 5. Correct. Why? 6. Correct. Why?



Paxton, R.I., Nov. 5, 1919.

Messrs. J. & J. Wanamaker & Co.,  
New York City, N. Y.

Gentlemen:

Kindly send by express half a dozen handkerchiefs, a box of cream notepaper and envelopes, a paper of pins, a spool of cotton thread No. 36, and one of black linen No. 24. I also want you to send me 6 pairs of men's black socks, 6 white shirts unlaundered, and two or three neckties not over 50c. Send by express, and I will pay when I get them.

Yours truly,

*(Mrs.) Bertha M. Carroll.*

**Notation:** This order cannot be filled because sizes are not given. Supply the missing information, and rewrite the letter, arranging it like Letter 26, putting in approximate prices and enclosing money order. Also write a letter from Wanamaker & Co. in reply to this letter as it stands, asking for the necessary information. (See Text-book, Chap. VII.)

**Additional Exercises:** Write the letter this lady would write to Wanamaker in answer to the letter inquiring about sizes and stating that payment should be made in advance, and a deposit of at least \$1 made on account. In her letter she says she encloses money order, but this is not found. Write letter from Wanamaker calling her attention to the omission. Then let her send it with an apologetic note.

Prepare application for the money order required, using blank form at back of this exercise book.



**Questions (Answers in Chap. VII of Textbook):** How should orders for goods be arranged? Is a list necessary when only two items are ordered? What is most necessary in giving an order for goods? What things must always be stated? What do you say about payment? What do you say in regard to way to make shipment? What special details are always necessary in ordering goods?

When a list of goods ordered is given, what punctuation mark should you use after each item? What does this punctuation mark mean? When prices are given is this punctuation mark needed? What other punctuation mark, if any, should be used? What punctuation mark is used after "the following"? What does this punctuation mark mean? In a list of figures in a column, where should the dollar sign be placed?

**Punctuation:** What is the commonest punctuation mark? What is it chiefly used for? Does it have a meaning of itself? Referring to the different groups of words in Chap. V, point out all examples of each kind of group in the collection of "Examples" given in the Textbook. Are all these groups set off by commas? Illustrate the kinds of groups of words which should be set off by commas. What is a compound sentence? Complex? What are the co-ordinate conjunctions? What are the principal subordinate conjunctions? (See page 179.) Use each in a sentence. When are subordinate clauses to be set off by commas? Drop out the subordinate clauses from each illustration in the textbook and show the effect on what remains.

**Correct English.** Indicate the relation of time between the two verbs in each of the illustrations under Rule 14, page 212; that is, tell just what the meaning is as far as it is shown by the tense.

Correct the following:

When I ordered the dinner I couldn't help wondering whether you liked<sup>1</sup> sweet things or not. Everything appeared to have been<sup>2</sup> all right, but when we came to check up we found that an entire ham is<sup>3</sup> missing. It is missing yet. I feared we wouldn't have had<sup>4</sup> enough; but just then Mrs. Belcher comes<sup>5</sup> up with two roast chickens I hadn't known<sup>6</sup> about, so we got through without trouble.

**Notes.** 1. Like (just as true now as then). 2. "To be" at that time, not at some time in the past. 3. "Was" (a fact of importance only in the past). 4. "Wouldn't have" (at a time after the fear; you can't fear backward). 5. "Came." 6. "Didn't know about." (It is true I "hadn't known" about them before, but it is also true that "I didn't know about them" at that time, and that covers the past as well.)



# John Hamaker

*City Hall Square,*

*New York,*  
*Broadway, 128 Ave. Grand 1100 St.*

*Paris,*  
*41 Rue des Petites Courmes.*

*Philadelphia,*

3/9/19.

Mr. Plimpton:

Write the Barrett Company, Mishawaka, and hurry them up on that order for granite saucepans ordered June 1. We want a 500 assorted lot just as soon as they can get them to us. Write the Boston Refrigerator Co., 12 Atlantic Ave., Boston, that we shall cancel our order for 25 porcelain-lined refrigerators Nos. 2 and 3 if they do not ship by Wednesday. Write also to the Blakely Printing Co. telling them we must have all proofs of the catalogue in hand by the 10th without fail.

*Henry Houston*

**Notation:** Attend to these directions, studying Textbook, Chap. VIII, Letters 27-30.

**Additional Exercise:** Write replies to these letters from all the firms addressed.

Prepare invoice for saucepans, using blank at back of this exercise book, and send with letter when goods are shipped by Barrett & Co.



**Questions** (Answers in Chap. VIII of Textbook): What is a "hurry-up" letter? Who is hurried up? What is the best way to force prompt deliveries as far as a letter will do any good? Does it do any good to get angry? What does "slightly irritating" mean? When should "Co." ordinarily be abbreviated and when spelled out in the name of a firm? Give an example of the word abbreviated for a special reason. Should a sentence ever begin with a sign or figures? Why is it necessary to give all details in regard to an order when writing to inquire about it?

**Punctuation:** What is a second use of the comma? What is a participle? A participial phrase? Give three illustrations. What is a prepositional phrase? Give an illustration of such a phrase out of its natural order. Give three illustrations of nouns in apposition. Give three illustrations of nouns used independently in address. Make a list of independent adverbs that may be set off by commas. Give three illustrations of parenthetical expressions to be set off by commas.

**Correct English.** What two kinds of expressions must always be put in the subjunctive mode? Does "if" always require the subjunctive? Can you give an example of a case in which it may correctly be followed by the indicative? (Rule 15, page 213.)

Correct the following:

If the oat crop was<sup>1</sup> good this year, I would buy a motor. But my rule is, Sit tight lest the wind blows<sup>2</sup> you away—that is, when you see a cyclone coming. Unless a man keeps<sup>3</sup> out of debt when times look bad he is<sup>3</sup> likely to sink in too deep to get out. I wish I was<sup>4</sup> always as wise as I talk; but I know well enough that if some smooth talker come<sup>5</sup> along, I am as easy a mark as any one, even when the oat crop has failed. If a man follow<sup>6</sup> his own rules, he is<sup>6</sup> usually safe enough. Would to heaven I was<sup>7</sup> able!

**Notes.** 1. "Were" (supposed case—the fact is, it is not). 2. "Blow" (supposed case—it really hasn't so far). 3. Correct. This is a matter of fact, as shown by the indicative verb "is" in the main clause. 4. "Were." Why? 5. "Comes," because the main clause has the indicative "am." If it were a supposed case, the main clause would have the conditional "would be." 6. "Follows" required by "is." What would "followed" have to be linked with? 7. "Were" Why?



# Ralston Health Shoemakers

WHO MAKE SHOES  
THE PEOPLE WANT

Campello, Mass. \_\_\_\_\_

Feb. 3, 1919.

Mr. Jackson:

Remind Mrs. J. M. Farley, 13 Plymouth Court, Worcester, that her account is two weeks overdue.

Write J. M. Reasoner, 1325 Colonial Bldg., Boston, that we must know what he is going to do about his account for \$39.40, now six months overdue--a stiff letter.

If Eben M. Bassett, Harvard, Mass., can't pay his account in full, see if he can't arrange to pay so much a month.

Write the Microcosm Company, Century Bldg., Rutland, Vt., that we shall have to have a settlement in ten days or we shall bring suit, but try to induce them to pay up.

*James Healey*

Credit Manager.

**Notation:** Write these letters after studying carefully Textbook, Chap. IX, Letters 31-38. Credit letters must be written with very great care, each letter in a different tone according to the conditions. Study carefully how to give this different tone to different letters.

**Additional Exercises:** Suppose each of these persons or companies writes with some excuse: Reply to the excuses. Suppose they make no reply at all: Follow them up with stronger letters, and then with a third series of letters still stronger.

When J. M. Reasoner pays, fill out blank receipt and send to him with suitable letter. A blank form will be found at the back of this exercise book.



**Questions** (Answers in Chap. IX of Textbook): What style is most useful in collecting money? Should a collection letter usually be long? What kind of customer should be threatened? What kind of customer should be coaxed with sympathetic arguments? What is the danger in writing collection letters?

Why capitalize "City" in "New York City"? When should the two ciphers following figures indicating dollars be used?

**Punctuation:** What is a "series" for purposes of punctuation? Give an example of a series of nouns; a series of adjectives; a series of phrases; a series of clauses. What three conjunctions may connect words in a series? How is a series punctuated? If all the words are connected by conjunctions, are commas to be used? When is a comma to be used before a conjunction?

**Correct English.** What is a participle? What two kinds of participles are there? As an adjective, what must a participle agree with? As a verb, may it take an object? Give an example of a participle as noun. In what case should a pronoun be when it modifies a verbal noun? (Rules 16, 17, 18, pages 214, 215, 216.)

Write correctly:

Having<sup>1</sup> sent you the clipping, it<sup>2</sup> seems strange to me that you did not get it. The fact of you<sup>2</sup> asking Henry for it makes it all the stranger. On coming<sup>3</sup> home, your letter<sup>3</sup> was placed in my hands, and I immediately inquired of Henry about the clipping, but he had forgotten all about it. I have had experience with Henry<sup>4</sup> being forgetful before, but I could always set him thinking<sup>5</sup> about it through asking questions. I was anxious to find out about the receipt book being<sup>6</sup> in his pocket or not, for he was to take a receipt for the clipping when he left it; but through him<sup>1</sup> being absent from the office yesterday, Richard had the book and I have not seen it yet. I am sorry about the book being<sup>8</sup> out of the office.

**Notes.** 1. The meaning is, "I having, it seems strange." Say "I think it very strange" and "having" will be all right. 2. "Your" asking. (Rule 17.) 3. "I coming home, your letter was placed" is the sense. You can say, "On my coming home," or "On coming home, I found your letter." 4. "Henry's." 5. Correct—"set him (to) thinking." 6. Since "receipt book" can't be made possessive, change the construction and say, "I was anxious to find out whether the receipt book was in his pocket or not." 7. Say "But on account of his being absent." 8. Use the direct construction—"I am sorry that the book was out of the office."



13 MISSION STREET  
SAN FRANCISCO

May 3, 1919.

Henry R. James, Esq.,

Chronicle Bldg., San Francisco, Cal.

Dear Sir:

I think my late husband had placed his life-insurance policy in your hands for safe-keeping. If he did, will you kindly send it to me at once, or make an appointment for me to call at your office and get it.

Very truly yours,

*(Mrs.) Matilda M. Smith*

**Notation:** Write to this lady that she is mistaken in supposing her husband left his life-insurance policy in the hands of the lawyer. Say that he has some other papers of her husband's which may be of value or interest to her and will be glad to turn them over at any time. Also make a polite offer of services. (See Textbook, Chap. X, Letters 39-43.)

**Additional Exercises:** Let Mrs. Smith thank Mr. James for his offer and say she would like to see the papers he has and will call at any time he suggests. Let him make an appointment to see her. He is unexpectedly called away and asks his secretary to write changing the date. After she has called he sends the papers by mail as he promised at the time of her call, accompanying them with a polite note, and further polite offer of his services.

**Questions** (Answers in Chap. X of Textbook): Why do letters to ladies differ in any respect from letters to men? How should you address an unknown woman? When you are acquainted with a lady, how may you address her? Why should social forms be used in letters to ladies?

What is the best abbreviation for "advertisement"? Is any abbreviation for this word usually proper in a letter?

**Punctuation:** Illustrate how a comma may be used to indicate an omitted word. How are dates to be punctuated? Does a comma follow the name of a month? The day of the month? The year? How are addresses punctuated? Does a comma follow the house number? The town? The state? When is a comma used before a quotation? When is a comma and dash preferable? A colon? Give your own illustration of each. What is the general rule for the use of the comma? Are commas used more or less commonly than years ago? What commas may you expect to find in books by Scott or Dickens? In modern magazines? In modern newspapers?

**Review.** Formulate for yourself the four principal rules for use of commas. What two additional uses can you mention?

**Correct English.** What is the difference in meaning between "John's and Mary's houses" and "John and Mary's house"? Give an example of a string of words used as a possessive, with the apostrophe and s after the last one. Do dead or material objects possess like persons? May they be put in the possessive case? How do you indicate qualities belonging to them? Mention some exceptions to the rule that only persons take the possessive case. When a verbal noun has "the" before it, what must it have after it? What sorts of nouns are kept in the singular even when modified by a plural possessive? (Rules 20, 21, 22, 23, 24, page 218.)

Write correctly: The ground's<sup>1</sup> richness proved to be beyond expectation, and we took advantage of Mississippi's<sup>2</sup> new drainage system to secure a good farm. We cleared it by day's<sup>3</sup> work,<sup>4</sup> and soon the swamp was blossoming under the sun's<sup>5</sup> rays. The digging<sup>6</sup> out the stumps was the hardest work, but plowing<sup>7</sup> of the soil was easy. The old farmhouse was quaint. It had been my great uncle Jeremiah's homestead, and later it was my uncle and father's<sup>8</sup> joint property. All of us boys had our fun<sup>9</sup> out of the old place, and we acquired our physical strength from digging its<sup>10</sup> bogs.

**Notes.** 1. "The richness of the ground." 2. "The new drainage system of Mississippi." 3. Is this according to rule? 4. Why not "works"? 5. Is this according to rule? Is it correct? 6. Omit "the" before "digging." If "the" is retained, what is required after "digging"? 7. Omit "of" after "plowing." Why? 8. Should "uncle" also be in the possessive? Why not? 9. Why not "our funs"? 10. The possessive pronoun "its" is always allowable as a substitute for a noun signifying an inanimate object which itself could not stand in the possessive case.



**HENRY R. JAMES**

**ATTORNEY AT LAW**

CHRONICLE BLDG., SAN FRANCISCO

June 17, 1919.

MR. J. K. Moulton, Trustee,  
The Golden Gate Trust Company,  
San Francisco, Cal.

Dear Sir:

I have received the following letter  
from Miss Elizabeth Kennedy, 10 Myrtle Street,  
Sacramento:

"Remembering your kindness in the past,  
Mamma and I always feel at liberty to come to you  
in time of trouble. I think we have drawn our  
allowance from Papa's estate up to the first of  
September. We need about a hundred dollars more.  
Mamma is far from well, and we wish to go up to  
the mountains for a few weeks in July and August.  
Is there any way in which we can get the money we  
need on account of the September payment?"

I enclose my personal note for one hun-  
dred dollars as collateral security, and would  
ask you to advance this amount on Mrs. Julia Ward  
Kennedy's account, making check payable directly  
to her.

I shall personally appreciate your  
courtesy in this matter.

Very truly yours,

*Henry R. James*

**Notation:** Answer Miss Kennedy's letter in the name of Mr. James, saying that he has written to the trustee of the estate at the Bank to advance the money needed, giving his personal note as collateral security, and if Mrs. Julia Ward Kennedy will send him her note or will call with it, he will have the money ready for her. Write also letter from Mr. Moulton to Mr. James in reply to the latter's letter, complying; also letter refusing for technical legal reasons. (See Textbook, Chap. XI.)

**Additional Exercises:** Supposing that Mr. Moulton refuses, let Mr. James write to some other bank, in the meantime explaining to Mrs. Kennedy the situation, give her acknowledgment and apology for his trouble, finally completing the correspondence with her acknowledgment of receipt of the money.

Prepare Mr. James's note on form to be found at the back of this exercise book, and attach it to this letter as it should be when mailed, using pin or clip.

**Questions** (Answers found in Chap. XI of Textbook): How do letters from lawyers, doctors, and literary men differ from those of regular business men? What forms are commonly used in writing to business friends? Should a form of friendship be used in closing a business letter to a friend? How do you justify "Cordially yours" in a regular business letter? How are adjectives connected with participles? When an adverb precedes a participle, is a hyphen needed?

When a woman writes to a stranger, how should she indicate whether she is married or single? Why should she do this? Is this form necessary when the person to whom she writes knows her? Why would you capitalize "Mother" in "to Mother and me" and not in "to my mother and me"? Is "dear" capitalized after "My"?

Why is "Hospital" capitalized in Letter 52? When should "secretary" be spelled out in signing a letter?

**Punctuation:** What is the only position in a business letter where a colon is required? What two positions require semi-colons? In Letter 44, why should you not use a semi-colon before "but" instead of a comma? Why no comma before "and" in the next line? What would be the effect of omitting the comma in the last line? In Letter 45, would you use a comma in the first sentence? If so, why? Does the dash indicate an abrupt transition in the next to the last sentence in this letter? Why is a comma required in the last sentence? In Letter 46, what group of words is thrown in for sake of explanation? Are the relative clauses in the first sentence restrictive or non-restrictive? Why is a comma used before "and" in the second sentence? Explain the comma in the first sentence of Letter 47. Explain each comma in the last sentence in this letter. Explain how the first rule for the comma is illustrated in the first sentence of Letter 48; the third rule in the last sentence. What is the rule for setting "therefore" and "however" off by commas in Letter 52?

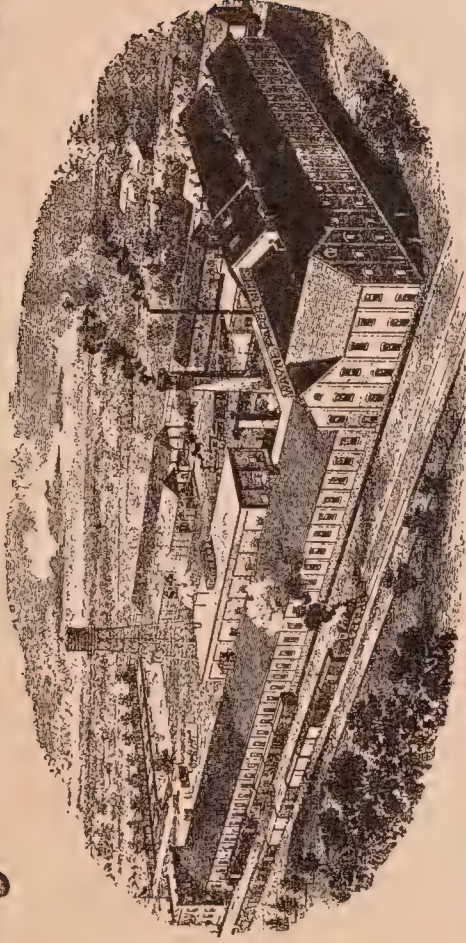
**Correct English.** Why is "beautiful" wrong? Why "more sweet"? How is it that an object cannot possibly be "more round" or "more perfect"? What can it be except absolutely "round" or "perfect"? Why is "these means" wrong? "Those kind"? When two objects are compared, what degree of comparison should be used? Three objects? (Adjectives, Rules 25, 26, 27, 28, pages 219-220.)

Write correctly: I think James Shevlin is more handsome<sup>1</sup> than Arthur, but Arthur is the more<sup>2</sup> perfect dresser. Those<sup>3</sup> kind of fellows always attract attention, and by this<sup>4</sup> means and that<sup>4</sup> means gets into social notice. James Shevlin is the most fascinating man I know, but between him and Arthur, I should say Arthur is the most<sup>5</sup> likable and James most<sup>6</sup> impressive.

**Notes.** 1. "Handsome." 2. "More nearly perfect." 3. "That kind of fellow" "attracts." 4. Correct. Why? 5 and 6. "More." (Rule 28.)



# Wayne Paper Mills



MAKERS  
OF  
HIGH GRADE  
WRAPPING  
PAPERS.

ROPE PAPER  
EXPRESS "  
HAM "  
COLORED "  
DUPLEX "

## Hartford City, Ind.

June 5, 1919.

Dear Mr. Jones:

I have just left my position with Jenkins & Co. because my salary was five weeks in arrears and I began to feel I should never get paid for my work. Oughtn't I take some legal action at once to secure my rights? Will you please advise me.

Mamma is anything but well, she has worried so much over my affairs. I have a temporary position with the Wayne Paper Mills.

Sincerely,

*Henrietta Bailey*

Walter Jones, Esq.,  
Attorney,  
Chronicle Bldg., Chicago.

**Notation:** In reply to this letter say that some action certainly should be taken, and if Miss Bailey will call the next day between two and three, Mr. James will talk the matter over with her and help her to decide what ought to be done.

Write a long, friendly, sympathetic letter, supposing Mr. James to be an old friend of Miss Bailey's. (See Textbook, Chap. XII, Letters 53-59.)

**Additional Exercises:** After the call Mr. James sues Jenkins & Co. and writes to Miss Bailey telling her the case will come to trial the following Monday at ten o'clock sharp. Mr. James would like to see her at his office at nine o'clock to go over the case with her. She writes that she will be at his office by nine o'clock on Monday the —th. Three weeks later he writes her that Jenkins & Co. have appealed the case previously decided in her favor, and it will not come up for trial for several months. When it does come up he will let her know.

**Questions** (Answers in Chap. XII of Textbook): What is the difference between talking and letter writing? How can you gain ease in letter writing? Point out the bantering phrases in Letter 57. What is the difference between over-familiarity and vulgarity, and a tone of pleasant and allowable banter? What is the difference between "now" as an expletive and "now" as an adverb of time? How are the two words to be punctuated? How are titles of books or magazines regularly indicated—in what two ways? When may these marks be dispensed with? What then tells us we have a title? Why are "good-sized" and "cheap-looking" hyphenated? What is the dash used for? Illustrate by Letter 58.

**Punctuation:** Explain each comma in Letters 53-59 by one of the various rules for the use of the comma. Point out several single words and short phrases "thrown into" a sentence. Find several "explanatory" clauses. Find two or three "restrictive" clauses which are not to be set off by commas. In Letter 56 two parts of a compound sentence are separated by a semi-colon; before what conjunction is a semi-colon common? In Letter 57 is "now" an expletive or an adverb of time? Why is no semi-colon used before "but" in the latter part of this letter? What are the subject and predicate of the last sentence in this letter? Or do we have a group of words which do not form a sentence and so are incorrectly used? Why are there no ciphers after "\$2" in Letter 58? Why is not "50 cents" written "fifty cents"? Give a reason for the use of the dash in this letter. How many explanatory phrases do you find in this letter set off by commas? Do you find any explanatory phrases not set off by commas? Why are they not set off? In Letter 57, why is a comma used before "and" in the group of words "handsome, generous, and rich"?

**Correct English.** Permit me to say, you have done your work very good<sup>1</sup> indeed. Agreeable<sup>2</sup> to your request, I give you this testimonial, and do it gladly. The map you have made looks good<sup>3</sup> and is<sup>4</sup> both convenient and complete. I have always found you hard-working<sup>5</sup> and good natured.<sup>5</sup> I have nothing unfavorable to say, neither<sup>6</sup> about your work nor<sup>6</sup> your character.

I feel very badly<sup>7</sup> about this matter, and wish I could do what you ask conformable<sup>8</sup> with the rules of the institution. I scarcely ever remember<sup>9</sup> anything that grieved me worse, but I am compelled to refuse your request.

**Notes.** 1. "Well." (Rule 30, page 221.) 2. "Agreeably." 3. Correct. Why not "well"? 4. "Is" (to be) is the chief verb that is followed by predicate adjectives. What other verbs are there? (Rule 31.) 5. The hyphen is correct in both. Why? (Rule 32.) 6. "Either—or." (Rule 34.) 7. "Bad." (Rule 31.) 8. "Conformably." 9. This is quite wrong. Say, "I remember scarcely anything that ever grieved me more." (Rule 35.) Is "worse" an adjective or an adverb? It is correct, but "more" sounds better.



Danville, Conn., June 4, 1919.

Messrs. J. & J. Wanamaker & Co.,

New York City, N. Y.

Gentlemen:

I am interested in photographic goods, and if you have a catalogue in this line I should be glad to see it. What prices do you make on Eastman 4x5 dry plates? What are your prices for developing and painting? Do you guarantee work of this sort to be satisfactory?

Your courteous information will greatly oblige

Yours truly,

*(Miss) Bessie McGregor*

**Notation:** Send catalogue, price 35c a doz. on Eastman 4x5 dry plates, 6c for developing and same for printing; work guaranteed; mounting, etc., additional. Write a cordial letter with a view to securing this customer. (See Textbook, Chap. XIII, Letters 60-67.)

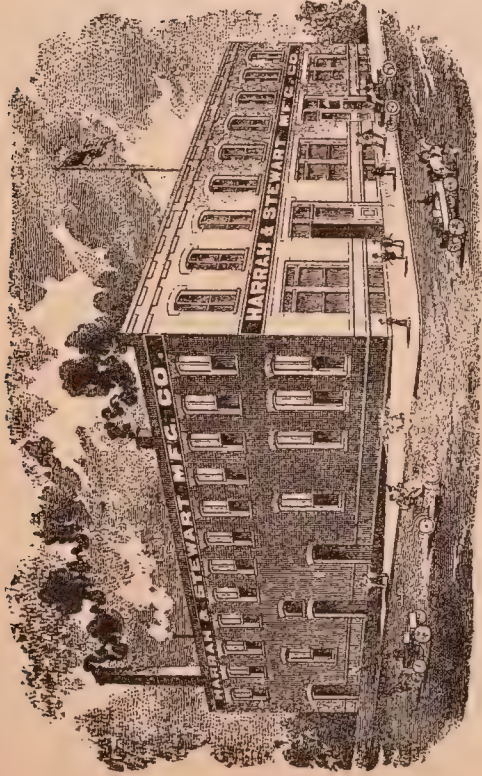
**Additional Exercises:** Two weeks after the date of the preceding letter, write a follow-up letter similar to Letter 64 in the Textbook. Then write a letter from Miss McGregor sending film to be developed and printed, velox paper, unmounted. Acknowledge this letter with thanks and say prints will be ready in about two weeks. Then write a letter when the prints, etc., are shipped, telling how they are shipped (by express C. O. D.).

**Questions** (Answers in Chap. XIII of Textbook): What is the most important thing in a "buying" letter? How long should it be? What are the requisites of a "selling" letter? In what kind of firm names should "Co." be spelled out? Is "No." as an abbreviation always to be capitalized? Why is a hyphen required in "4-in."? How many articles does it take to make a "line"? Can one article properly be referred to as a "line"? Why is no comma required after "we are"? Why is "anywhere" one word and "any one" two? What part of speech is "any"? When an adjective comes before an adverb or participle or other word which it cannot modify, how do we treat it? How should cents be written in business letters when figures are used and "no dollars" appear in connection? Why is this form preferred?

**Punctuation:** In a business letter, when do we use figures and when spell out words indicating numbers? Show how confusion is avoided in the first sentence of Letter 60 by separating the different groups of words by commas. Why is a comma used after "On receipt of this order"? Is this phrase in its natural position in the sentence? What is the subject of the sentence? Why is there no comma after "customer" and before "when" in the next to the last sentence? Account for the commas in Letter 61. Why is not a semi-colon used before "but" in Letter 62? Why is not "also" set off by commas in this letter, as "however" or "therefore" might be? Why is there no comma after "oblige" before "yours truly"? What is the object of "oblige"? How would omission of commas in the sentence beginning "We also ship C. O. D." in Letter 63 affect the meaning? What simple purpose do the commas in this sentence serve? Point out a restrictive clause in Letter 64 which does not need to be set off by a comma or commas. How would the meaning be affected if it were set off? Are "or" and "nor" disjunctive conjunctions like "but" which may be preceded by a semi-colon, or are they more like "and"? Why no commas in the last sentence of Letter 64? Why are figures used in place of spelled out words in Letter 65? Why no commas in the last sentence though an adverbial clause opens the sentence out of its natural order? Account for each comma in Letter 66. Why is there a comma before one "and" and not before the other in Letter 67?

**Correct English.** What is the difference between a preposition and a conjunction? Is "than" a conjunction? What is "like"? What case would each take after it? What case does "as" take after it? Why? (Rule 36, page 223.) Do all words require the same prepositions after them in all connections? When two words requiring different prepositions must be joined, should both prepositions be given? What are some illustrations of this rule? (Rule 37, page 223.) What does "which" and what does "who" mean? (They mean "and that" and "and he.") Do you know why "and which" or "and who" is incorrect? What is the objection to "Every man of taste, and possessing an elevated mind"?





# Harrah & Stewart Mfg. Co.

WHOLESALE MANUFACTURERS OF

## BROOMS, WHISK BROOMS, ETC.

LONG DISTANCE TELEPHONES.

514-516-518 EAST COURT AVE.

*Des Moines, Iowa,*

Feb. 5, 1919.

Messrs. J. &amp; J. Wanamaker &amp; Co.,

New York City, N. Y.

Gentlemen:

I want a pair of harness for carriage use.

What have you in this line at a fair price? Let me know by return mail.

Yours truly

Erastus Danbury

**Notation:** Write a long letter, send circulars, and quote prices \$35, \$45, and \$60, calling attention in each case to the picture of the harness in the circulars. (See Textbook, Chap. XIV.)

**Additional Exercises:** Write a letter from Mr. Danbury, saying \$35 is too high a price, and asking if they have anything cheaper. Write from Wanamaker sending picture of a \$25 harness, but saying that the stock in this is inferior, and the harness will not wear half so long as the \$35 one, which is therefore the cheaper. Let Mr. Danbury order the \$35 harness, sending bank draft. Acknowledge receipt, and say harness will be sent by express in a few days.

Prepare draft for \$35 on First National Bank, New York, I. W. Jones, cashier, and receipted bill to be returned by Wanamaker, using blank forms to be found at the back of this exercise book.

### Questions (Answers in Chap. XIV of Textbook): To what

classes of people as a rule may you write a long letter? To what classes is a short letter more appropriate? Why is a long letter necessary in some cases and a short letter absolutely required in other cases? Why are figures used in Letter 69? Why is a hyphen required in "high-colored" and not in "highly colored"? How should an angry and irritating letter be answered? Is there any exception to this rule?

**Punctuation:** Why is no comma used after "As soon as we know the sizes desired" in Letter 68? Why no comma after "we are"? Why should there be a comma between "to receive" and "to-day" in the first sentence of Letter 70? Is not "to-day" an adverb modifying "receive," and are adverbs usually separated from the verbs they modify? Does "at the latest" modify "receive" or "to-day"? Which might it seem to modify if there were no comma before "to-day"? Is the phrase "to-day at the latest" thrown into the sentence? If "you will remember" were not thrown into the first sentence of Letter 71, would any comma be required in that sentence? Point out a restrictive clause in the first sentence of Letter 72. Is the relative clause in the first sentence of Letter 76 restrictive or explanatory? Why do you think it explanatory? What is the rule for deciding such a question? Why is a comma used before "and" in the first sentence of the third paragraph of Letter 76? How would omission of the comma change the meaning?

**Correct English.** Why do words beginning with "com," "con" or "cor" often take the preposition "with"? Do you know any other Latin prepositions with which English words begin? What is the difference in meaning between "ask about," "ask for," "ask into," "ask over"? Give sentences in which each preposition is used naturally. (See "100% English," Book II, Part III.)

Write natural sentences to show the exact meaning of "think about," "think of," "care about," "care for," "inquire about," "inquire for," "worry about," "worry over," "anxious about," "anxious for," "angry about," "angry at," "informed about," "informed of," "thoughtful about," "thoughtful of."



# The Evening Record

Traverse City, Michigan  
J. W. HANNEN, Editor and Manager

Jan. 12, 1919.

Messrs. J. & J. Wanamaker & Co.,

Chicago, Ill.

Gentlemen:

I want to buy a refrigerator, and should like to have the prices of your porcelain-lined. Have you a catalogue of goods of this class? Or can you send me descriptive circulars? I want something at a moderate price, but must have something really good. Your courtesy in giving me full information will be appreciated.

Very truly yours,

*John McBain*

**Notation:** Fully describe the two-door white enamel refrigerator; state that a constant circulation of air is secured by the arrangement of the interior, that every part is easy to clean and convenient; say that the railroads are all introducing this style of refrigerator for their buffet cars, and it is the leader in popularity. Inclose a circular. (Textbook, Chap. XV.)

**Additional Exercises:** Mr. McBain writes saying he would like to know the exact size of the refrigerator, outside and inside, and what the freight charges will be to Traverse City, Mich. He asks if it will be guaranteed for any definite length of time. Wanamaker replies giving the dimensions inside and out (let student measure some real refrigerator exactly), states the freight charges (these can be ascertained approximately from any railroad agent), and says, with apology, that the refrigerator will be guaranteed to be exactly as represented and perfect in workmanship; beyond that there will be no guarantee. Mr. McBain writes ordering the refrigerator.

Prepare application for money order to go with Mr. McBain's order, using blank to be found at the back of this exercise book.

**Questions** (Answers in Chap. XV of Textbook): What is the important thing in answering inquiries? How should you think of the customer? What may you assume he already knows? Why is more care necessary in explaining in a letter than in a conversation? Should a letter answering inquiries be long or short? Why do you think a busy business man would read a long letter answering inquiries when you know he wouldn't read a long letter soliciting an order? Should "Miss" ever be used in opening a letter? Why? What is the objection to "hereby" and "herewith" in a business letter? When a customer does not know what he or she wants, what should you do in answering the letter? What is the value of having so many paragraphs in the rewritten letter? When is it proper to make every sentence a paragraph? When you do not know whether a woman is married or single, how do you address her? Why is it important to give small orders a great deal of attention? What is the difference between a contraction and an abbreviation? When should *nd* or *st* be used after the figures indicating days of the month and when are they to be omitted? When is "dear" to be capitalized in a salutation and when written with a small letter? What is the objection to words like "attached" and "valued"? Why is a comma wrong after "we are"?

**Punctuation:** In Letter 77 as rewritten, why is *th* used after "g" in the first sentence? In the third paragraph, why do we have "ladies' and gentlemen's" rather than "lady's and gentleman's"? Why is a semi-colon rather than a comma required before "also" in the fifth paragraph? Give a reason for making each paragraph in Letter 78 as rewritten. Why is "Nocturnes" capitalized? Why is "page 2" written with a figure? How is "2" usually written when standing alone in the body of a letter?

**Correct English.** Write natural sentences illustrating the use of the following words with the prepositions accompanying them: "arrive at," "arrive on," "arrive with," "grasp at," "grasp for," "hiss," "hiss at," "strike at," "strike down," "strike on," "an attempt at," "call to," "call by," "call for," "call in," "know of," "know by."



# *The Long and Allstatter Co.*

MANUFACTURERS OF

POWER PUNCHES & SHEARS & AGRICULTURAL IMPLEMENTS.

*Hamilton, Ohio.*

JOS. H. LONG, PRESIDENT.  
J. M. W. LONG, VICE-PRES.  
C. E. MACBETH, SECY. & TREAS.  
L. A. C. LONG, SUPERINTENDENT.

Jan. 4, 1919

Messrs. J. & J. Wanamaker & Co.  
Mail Order Department  
Chicago, Ill.

Gentlemen:

I have purchased a great many dollars' worth of goods from you and have been very well satisfied on the whole, but the last six orders I have sent you have all been filled incorrectly. I ordered a bath-heater on the 10th of December, and when it arrived the other day, after a long delay, I found the gas-mixer was missing. The strainer for the nickle-plated wash-bowl waste-pipe, concerning which I have written you several times, has not yet been received. I ordered some galvanized iron pipe fittings which have just arrived, and I find you have sent black fittings instead of galvanized. I will use these black fittings, but will ask you to refund the difference in price and send the missing gas-mixer for the bath-heater and the strainer for the waste-pipe by return mail.

Yours truly,

*Henry Bessemer*

**Notation:** Give him the credit that he asks (3 ¾-in. gal. tees paid for at 10c each, black tees at 6c each sent), and send the gas-mixer and strainer at once. Apologize, and assure him he will not have this annoyance in the future. Talk to the man as if he were in your office. (Textbook, Chap. XVI.)

**Additional Exercises:** When the bath-heater arrived and Mr. Bessemer found the gas-mixer was missing he wrote to Wanamaker about it. Give his letter and their reply. Do the same in reference to the strainer.

**Questions (Answers in Chap XVI of Textbook):** What is the proper style for a business letter? Are long sentences or long paragraphs permissible? What is the difference between conversational English and business English? What is the difference between colloquialisms and slang? Give an example of permissible colloquialisms. Give an example of objectionable slang. In Letter 79 pick out the colloquialisms. Are there any slang phrases in this letter? Why does this letter contain but one paragraph? Do many business letters consist of a single paragraph? Why are hyphens required in "made-to-order"? What is the difference in meaning between these words joined by hyphens and not joined by hyphens? Why is it not permissible to say "we will have pleasure"? Give an instance in which "we will" is perfectly correct.

**Punctuation:** Why no commas at all in the closing sentence of Letter 80? Give your reasons for the comma used in the first sentence of Letter 81. Why is "high-grade" hyphenated? Why is the word "Wanamaker" quoted? Why is "however" set off by commas in Letter 83 and not "too"? Why is there no comma after the adverbial clause "As soon as we hear from you" in the next to the last paragraph of Letter 83? Why no comma after "we remain"? Give a reason for the use of the dash in the first paragraph of Letter 84. Is there a restrictive clause in the second sentence of Letter 85? Why should this not be set off by commas? What is the meaning of the hyphen in pages "95-96"? What other mark might be used in this case? If a page were left out and we wanted to indicate all the pages from 95 to 99, how could we do it? Why is the word "scraps" quoted?

**Correct English.** Write natural sentences using the following phrases: "judge of," "judge by," "live by," "live for," "attend to," "attended by," "smeared with," "smeared by." Introduce some of these words into sentences in which you use both "with" and "by."



THE  
**ST. JOSEPH**  
**NEWS-PRESS**  
ST. JOSEPH, MO.

Nov. 20, 1919.

Messrs. J. & J. Wanamaker & Co.,  
Chicago, Ill.

Gentlemen:

I have received the goods you shipped to me on the 15th. I am sorry to say they were in anything but satisfactory condition. The dining-table was not properly crated and got badly scratched. The chairs were damaged in the same way. The mirror in the dresser is defective. The silvering seems to have been scraped off one corner so that the wood shows through very plainly. While this is a slight thing, it wholly spoils the effect of the dresser as a piece of furniture. I do not find the screws for the handles of the dresser or the washstand.

Apart from these things, the furniture pleases me well enough, and I am sorry practically every piece of furniture is spoiled. What will you do about the matter? Please let me hear from you at once.

Yours truly,

*M. O. Farwell*

**Notation:** Tell Mr. Farwell we are sending furniture polish and ask him if he cannot get a local man to rub out the scratches. We will pay, if not too much. Also let him see if he cannot get a local man to resilver the mirror. Let us know what it will cost, and if price is reasonable, we will pay. Send screws for handles.

Make a special effort to win the man's friendly feeling by throwing a warm personality into the letter. (Textbook, Chap. XVII.)

**Additional Exercises:** Write from Mr. Farwell letter stating cost of repairs in each case; then letter from Wanamaker inclosing draft and telling him to have the work done. Let Mr. Farwell acknowledge draft and thank firm for courtesy. State screws have been received, etc.

**Questions** (Answers in Chap XVII of Textbook): What should be the spirit and tone of letters answering complaints? Is the first version of Letter 86 correctly worded and punctuated? What is objectionable in it? Can you write a pleasant letter when you feel angry? How can you help feeling angry after reading a disagreeable letter? Why are the paragraphs in letters of this kind usually longer than in some other kinds of letters? How should the name of a magazine or a railroad always be written? What would you do if you thought the style of writing used by the periodical or railroad or the like were incorrect? Is the singular possessive ever justified in speaking of lines of goods?

**Punctuation:** Give a reason for the use of the dash in Letter 86 as rewritten. Why is *th* required after "29th ult." and not after "Jan. 5"? Why are parentheses used at the end of Letter 87? Would not commas do as well here? Why is no comma required after "18th" in the first sentence of Letter 88? Could parentheses be substituted for the dashes near the end of Letter 88? Could any other punctuation mark be substituted for the dash near the end of Letter 89? What does the colon mean, and after what words is it especially used? Why is a semi-colon used in the latter part of Letter 94 while in preceding letters "but" is often preceded by a comma? Can you find any places in these letters where you think a semi-colon might be used? Why is a comma used after "With sincere regret"? What is the complete sentence here?

**Correct English.** Write natural sentences in which you use the phrases "act for," "act on," "act in," "care for," "care about," "strive for," "strive to," "think for," "think about," "think of," "think in," "differ from," "differ with," "differ about," "hear from," "hear about," "hear of," "preserve from," "preserve with," "preserve for," "preserve in."



## THE UNITED STATES BUSINESS COLLEGE

WASHINGTON, D. C.

Nov. 12, 1919

Mr. Henry B. Crosby  
Kemler-Crosby Co.  
Chicago, Ill.

Dear Mr. Crosby:

I wish you would have one of your bright young men prepare the following advertising matter for our school:

1. A two-page letter to go with our catalogue in answer to inquiries, driving home all the facts about our school, and especially the points on which we excel our competitors, so as to make the young people come to our office to see us. If we get a chance to show them what we really have, we always write their enrollments.
2. A shorter soliciting letter to be sent to grammar school graduates with our School Bulletin.
3. An advertisement to run in the newspapers, double column, four inches.

Yours truly,

*Charles Jones*

Principal.

**Notation:** Suppose that the name of the school you are now attending is the United States Business College, and that you are called on to prepare this advertising with reference to this school, which you know very well and about which you can ask as many questions as you like. Try to supply better advertising matter than the school has ever used before. See Textbook, Chap. XVIII.

**Additional Exercises:** Prepare two other letters to go out with catalogue, one to prospects for the shorthand course only and the other for the business course only; and two more advertisements, one a ten-line want advertisement for classified columns after "Instruction" and the other a large advertisement, double column, eight to ten inches high.

**Questions** (Answers in Chap. XVIII): What are the three ways in which condensation may be effected? What is the object of condensation? Why do advertisements need to be condensed? What is the rule for writing advertisements? Do you find any points in Advertisement 97 which do not appear in 95 or 96? Do you find any points in 96 which do not appear in 95? Why are many short paragraphs required in a business argument? What is the advantage in numbering points? What three distinct subjects are covered in the three long paragraphs of 96? How can you justify the sentence paragraphs at the beginning of 96? What three distinct points are made in Advertisement 98? Why is the phrase "specialist in bow-legs" capitalized? Give in your own words the successive points in Advertisements 99 and 100. For each of these advertisements, state in your own words what constitutes each of the three elements required by the rule of advertisement writing.

**Punctuation:** Observe that advertisements require very careful punctuation. Pick out the semi-colons in Letter 95 and give a reason for each. Why is "Business Letter Writing" capitalized and "The Art of Writing and Speaking English" quoted in the paragraph beginning "I suppose"? In this paragraph a sentence begins with "but": is this correct? Why capitalize "Complete Training Course" in the following paragraph? Would a comma not do just as well as the semi-colon in the paragraph beginning "This course is only just published"? Why is an exclamation point used after "But that doesn't matter"? Would the meaning be changed by using a period here? In Advertisement 96, what is the meaning of the colon in the second paragraph? Why are dashes required under points "2" and "3"? Would semi-colons help to make the long sentences in the three following paragraphs clearer? Give a reason for using the dashes and semi-colons in Advertisement 99. Why is an exclamation point required after "And then the finish" in Advertisement 100? Is this a complete sentence? Do exclamations have to be completely expressed sentences? Why are "Empress" and "Princess" capitalized?

**Correct English.** Correct the following: I see your book is different than<sup>1</sup> mine. I have a liking to<sup>2</sup> compare such books point by point, and prefer good bright printer's ink before<sup>3</sup> the dull gray we see so often. I make an effort for<sup>4</sup> choosing a clearly printed book. I have no other object but<sup>5</sup> to save my eyes. I say frankly, your book is the best<sup>6</sup> of the two, and I would willingly give a testimonial of the value of so beautifully printed a work.

**Notes.** ("100% English," Book II.) 1. "Different from." 2. "For comparing." 3. "Prefer to." 4. "Effort to choose." 5. "No other object than" or "no object but." 6. "Better of the two." (Rule 28, page 220 of "How to Do Business by Letter.") 7. "Testimonial to."



*Kemler-Crosby Company**Advertising Specialties**108-110 Van Buren Street**Chicago*

NOV. 19, 1919

Mr. Sherwin Cody  
1411 Security Bldg.  
Chicago, Ill.

Dear Sir:

The "Sure and Easy" Fire Extinguisher People are very much pleased with the results they have been getting from the long letter you wrote for them to answer inquiries and wish a follow-up series, as follows:

a. Give us a good red-hot page letter in the style of the other one, about half as long, and put into fresh language so those who receive the second letter will feel they are reading something new.

b. A very short, intense letter to be sent out a month later to round up those who have neglected or forgotten the matter.

c. An advertisement to fill a quarter of a page in a magazine, with a picture.

We hope to have something in your well known style.

Very truly yours,

*Henry B. Crosby*

**Notation:** Prepare these letters and the advertisement as directed, studying carefully Chap. XIX, of Textbook. The letter referred to as already in use is No. 102 in the book, in which the facts about the fire extinguisher may be found fully set forth.

**Additional Exercises:** Prepare letters for the United States Business College (your own school) to follow up the letter called for in connection with Chap. XVIII, as follows: two letters to follow up prospects for the shorthand department alone and two letters soliciting for the combined and business course.

**Questions** (Answers in Chap XIX of Textbook): How much may a soliciting letter be condensed? What is the test as to whether it is long enough? When the argument is too long to go in an ordinary letter, what should the writer do? Give the points of the argument in Letter 101. Select the trenchant and particularly effective phrases in this letter. How does this letter correspond to the three steps necessary in writing an advertisement? How does Letter 102 differ from Letter 101? Can such a letter as this be longer and contain longer paragraphs? Why? Point out the artful phrases in Letter 103. What is the most effective part of this letter, and why? What is the weak part of the letter? How could it be improved? In the series of follow-up letters, what is supposed to be the state of mind of the person written to? Why is the first letter longer than the second? Does the writer repeat in the second letter what he said in the first? Why not? What does he try to do? What is the advantage of writing a letter with many very short paragraphs, as in Letter 106? Does the writer know what the person receiving the letter thinks? Would he know if he could see that person? What does this letter try to do? What tone is peculiarly desirable in letters of this kind?

**Punctuation:** Account for the capital letters, dashes, and hyphens in Letter 101. Account for the quotation marks in Letter 102. Give reasons why semi-colons are used in this letter. Give a reason for the parentheses and why commas or dashes would not have been better.

**Correct English.** What pronouns does "shall" regularly follow? With what pronouns is "will" commonly used? If you put a strong emphasis on these words, how is the meaning changed, and with what pronouns should each of these words then be used? When is "shall you" correct in questions? If you were telling what somebody said, in indirect discourse, would you say "he will" if originally he said "I shall"? Can "will" be used after the first personal pronouns in questions? Why not? What is the rule for "should" and "would"? (Pages 123, 124.)

Correct the following: I will<sup>1</sup> be glad to see you when you come. Will<sup>2</sup> you be able to bring your mother? I would<sup>3</sup> very greatly enjoy seeing her. She shall<sup>4</sup> find us very plain people, living in a humble home, but since she says she will<sup>5</sup> be glad to meet my mother, I have no hesitation in asking her.

Notes. 1. "Shall." 2. "Shall" (question expecting "shall" in the answer). 3. "Should." 4. "Will"—why? 5. "Shall."



# MARSHALL FIELD & COMPANY

STATE WASHINGTON, RANDOLPH AND WABASH

CHICAGO WHOLESALE, ADAMS QUINCY, FRANKLIN, FIFTH AVE.  
CHICAGO RETAIL, STATE, WASHINGTON, RANDOLPH & WABASH.  
NEW YORK, 104 WORTH STREET.  
MANCHESTER, 38 GEORGE STREET.  
NOTTINGHAM, 20 A FLETCHER GATE.  
BRADFORD, 49 PEEL PLACE.  
PARIS, 22 & 24 RUE ST GEORGES.  
CALAIS, 20 PLACE DE LA REPUBLIQUE.  
LYONS, 15 RUE D'ALSACE.  
CHEMNITZ, 17 ION STRASSE.  
ST GALL, 42 ROSENBERG STRASSE

CHICAGO Jan. 10, 1919.

Mr. Franklyn Hobbs,  
Caxton Bldg.,  
Chicago, Ill.

Dear Sir:

Will you please write a well displayed letter to be sent to a list of about 12,000 business men compiled from the telephone directory, in regard to our new imported men's silk and wool underwear at \$1 a garment, emphasizing the following points:

The softest garments a man can wear,  
The lightest,  
Durable, and  
Price lowest ever made in Chicago on this class of goods,

Asking them to return order form in inclosed envelope for garments on approval.

Prompt attention to this will be appreciated by

Yours very truly,

*W. D. Mackaye*

Advertising Manager.

**Notation:** Prepare this letter with great care, and also a small circular describing the garments. Look up matters of this kind in a furnishing store and see how they ought to be spoken of. (See Text-book, Chap. XX.)

**Additional Exercises:** Write also two letters to follow this up, two letters to follow up inquiries from people who do not order, and two letters to collect money from those who have not paid or returned goods. Remember in the latter case that sale has not yet been made, and letters must complete sale to get the money. No threats or threatening tone can be permitted.

**Questions** (Answers in Chap. XX of Textbook): What is the object of display in letter writing? In what does it consist? Mention some common instance in which a single sentence is arranged as two or more paragraphs. In that case does each paragraph begin with a capital letter even in the middle of a sentence? What are the various ways of giving emphasis? Which is the best? Why are three different ways required? In Letter 109, what three methods of emphasis are used? Is there such a thing as over-emphasis? Do you think this letter is open to the criticism of over-emphasis? In what special way may the address be written to make it attract attention? Is this form advisable for common use? What is the result of using a peculiar method too often?

**Punctuation:** Account for the semi-colons in Letter 107. Who answers the questions in a soliciting letter? What is the value of such questions? In Letter 108 do you see any places in which the sentences could just as well be divided by semi-colons instead of periods? Why was this style not used? Give a reason for each dash in Letter 109. Why is "tf" quoted? (This is a colloquial abbreviation for "till forbid.") What is the meaning of the colon used in Letter 110?

**Correct English.** ("100% English," Book II, Part III.) Is the repetition of the word "grammar" in the following a matter for criticism? "Grammar is a good thing. I do not object to grammar. Grammar is all right in its place. But it is folly to try to give a four months' course in grammar in three weeks." Would you criticise the recurrence of the same sound in the following: "He inquired what you require in the form of bookkeeping forms." Are the following sentences too short: "Perhaps you think my prices high. I can prove them just as low as any. Won't you come and let me show you? It is no trouble in the world to talk to callers. I like to be bothered. Come in tomorrow, can't you?" Can you find an example of a sentence that is too long for business purposes? (Look in any literary work.)



## Supplementary Exercises in Correspondence

After studying Chapter XX in the Textbook, write a strong sales letter to be sent out to graduates of grammar schools to induce them to take a business school course—not any course in particular, but some good course. The argument should be based on how much more a young person is able to earn after he has taken some sort of business course than he can as a mere inexperienced and untrained clerk. You know what difference a business course has made to you, and ought to be able to convince another person just like yourself that he or she ought to take such a course.

Additional Exercises on Chapter XXI: Write a series of letters for a large school setting forth the advantages of studying shorthand with them as compared with studying with a private teacher, as argued in Letters 104, 105, and 106, page 119 seq. Imagine that the letters in the book are being sent out by a competitor and you must offset their arguments without ever mentioning them or referring to them directly, merely counterbalancing the arguments in the mind of a person who receives both.

After studying Chapter XXII, indicate the postage that would be required on the following. A book to Canada, weighing six ounces; a letter weighing an ounce and a quarter to Portugal; package by parcel post to Tokio, Japan, weighing eight pounds, containing an overcoat; a letter weighing half an ounce to the Republic of Panama; a postal card to Newfoundland; a bundle of printers' proofs to England, weight ten ounces.

What writing may appear on matter of the second, third, or fourth classes, outside the package or inside?

What matter is unmailable?

How do you register a letter, and what does it cost? How about packages of merchandise to foreign countries; can you register them, and how?

How many imitation typewritten letters, signed with ink, can be sent under one-cent stamp?

Can you send a book as well as a letter by special delivery, and what postage do you have to pay on the book besides the special delivery stamp?

Study Chapter XXIII of the Textbook.

Address invitations for a school reception to the following: Prof. Henry D. Jamison, A. M., and Miss Estelle Dickinson in care of Professor Jamison, any street number and town you are familiar with. Write to your representative in Congress asking him to use his influence to secure a reduction in the tariff on gloves, writing as secretary of the Merchants' Association of your town. Write to the Vice-President of the United States asking him to accept a specially bound volume of model typewritten letters prepared by blind pupils in your school. Write an informal invitation to your teacher to take dinner at your house on some particular evening.

**Questions** (Answers in Chap. XXI of Textbook): What are the five steps in making a letter or advertisement sell goods? From whose point of view should you start? Why? How can you make a letter enthusiastic? Why is it necessary to be simple? What is the justification for making Letter 112 so long? Why must Letter 114 be so short? Why do you think the short paragraphs at the end of Letter 115 are indented differently from other paragraphs? If it is well to have paragraphs short, why are some allowed to be long? How do you give variety to a letter? What is the objection to using one style or method often? How are groups of paragraphs indicated in Letter 117? Why is this necessary? Analyze each of the letters in this chapter according to the five elements of salesmanship in letters, pointing out how each element is represented or illustrated in each letter.

**Punctuation:** Look over the letters in this chapter and see how many rules are required to account for the different punctuation marks used, and make out a list of these rules. In Letter 112 what is the reason for capitalizing "How to Write Letters that Pull" in the fourth paragraph? "System in Business Correspondence" in the next paragraph? What is the meaning of the dash in the fifth paragraph? In the sixth paragraph? How is a quotation within a quotation indicated? A quotation within that? Account for the hyphens in Letter 113. Account for the semi-colons; for the dashes. Would any other punctuation marks take the place of the parentheses in Letter 114? Why is "up against it" put in quotation marks in Letter 115? Why is one sentence in this letter divided into several paragraphs? With what punctuation marks are such paragraphs divided? Do they always begin with capital letters even in the middle of a sentence?

**Correct English.** ("100% English," Book II, Part III.) Look through "How to Do Business by Letter" and find one good example of the pleasant alternation of long sentences with short. What is the objection to certain expressions in the following?—"Mr. James Gorley, a prominent citizen of Aurora, entertained a party of friends at a sumptuous collation served upon the lawn in front of his handsome residence on North Avenue. Many fair ladies graced the auspicious occasion, and all voted it one long to be remembered." Can you express the preceding in simple and natural language that is not time-worn? Are there any superfluous words in the following?—"I have got to get my lunch the first thing I do, and then Johnny Hall and I have agreed to slip down together to see the latter end of the baseball game."



Mr. M. L. Heminway,

Sales Manager,

Charles A. Eaton Co.,

Brockton, Mass.

Dear Sir:

I am glad to endorse again <sup>the Harley</sup> ~~System~~ system of letter writing. You ask in what ways the ~~same~~ <sup>System</sup> is beneficial.

It is as if a father took his son aside and ~~put him next to the~~ <sup>Mr. Harley</sup> ~~same~~ is a practical business man, and has dealt so long

with practical men that ~~his writings~~ <sup>he</sup> get right down to brass ~~facts~~ <sup>facts</sup>. If you were going to start ~~a new system~~ <sup>me</sup> in your

business you could take ~~him~~ <sup>me</sup> aside and tell him in an informal ~~way~~ <sup>a great deal</sup> of things you probably wouldn't write out. You tell me

how to go easy with the old man there, and how to keep from stepping on the toes of this other man. You tell ~~him~~ <sup>me</sup> some of

the mistakes that have ~~been~~ <sup>you</sup> made and what you learned by them. ~~you would~~ <sup>Mr. Harley</sup>

In short you give ~~him~~ <sup>me</sup> a standpoint. Now that is what ~~he~~ <sup>does</sup> more than any other ~~writer~~ <sup>address</sup> I ~~know~~ <sup>know</sup>--he gives you standpoint.

Although I pass for a capable letter writer, I ~~take my hat off to~~

Cody.

Yours truly,

I have learned a  
very great deal  
from Mr. Harley's  
System.

Notation: Carefully copy this page, correcting all mistakes so as to make a clean, neat transcript. Copy first with pen and ink, and then copy the same page with the typewriter.

*95 Varieties  
Empress and Princess Dressers*

*largest*

*with other manufacturers who are possibly*

The Northern Furniture Company manufactures the <sup>3</sup>largest line of <sup>3</sup>Empress and <sup>3</sup>Princess <sup>D</sup>dressers in the world--<sup>95</sup>ninety-five varieties. Why? <sup>95</sup>because scores of dealers <sup>95</sup>buy Empress and Princess Dressers in Sheboygan even when placing their orders nearer home. Elegant simplicity is the popular style to-day, and that is the key note of the northern line. *already*

*furniture* Above all, everything is well made. You won't find Northern falling to pieces on your floor. *later* and the finish *thing* it is strictly up to date. It is the *later* and looks the latest on the market. That is

why the Northern line sells fast and always sells.

*any dealer* We make it a point not to let slow sellers get on your floor of *any dealer* elegant and) The goods are popular. The prices are right--from low and

moderate to as good as even the highest-class dealer wants to pay.

Our medium-priced furniture has been gradually making its way into some of the *most exclusive* furniture houses in the United States

Drop us a ~~postal~~ *to-day* card and let us send you a special circular

showing our full line of Princess and Empress Dressers.

*Center*  
*both lines.*  
Northern Furn. Co., *Speed out*  
Sheboygan, Wisc. *cop. line*

Notation: Carefully copy this page, correcting all mistakes so as to make a clean, neat transcript. Copy first with pen and ink, and then copy the same page with the typewriter.



INDEX

YOUR ORDER No.

OUR ORDER No.

SOLD To

MISHAWAKA, IND.,

THE BARRETT CO.

MANUFACTURERS OF

HARDWARE SPECIALTIES

INDEX

YOUR ORDER No.

OUR ORDER No.

SOLD To

MISHAWAKA, IND.,

THE BARRETT CO.

MANUFACTURERS OF

HARDWARE SPECIALTIES





PHILADELPHIA, PA., \_\_\_\_\_ 19\_\_

# The Quaker City National Bank

PAY TO THE  
ORDER OF \_\_\_\_\_

\$ \_\_\_\_\_

PHILADELPHIA, PA., \_\_\_\_\_ 19\_\_

# The Quaker City National Bank

PAY TO THE  
ORDER OF \_\_\_\_\_

\$ \_\_\_\_\_

PHILADELPHIA, PA., \_\_\_\_\_ 19\_\_

# The Quaker City National Bank

PAY TO THE  
ORDER OF \_\_\_\_\_

\$ \_\_\_\_\_






Des Moines, Iowa, 19

# Iowa Central National Bank

Pay to the Order of

\$

To FIRST NATIONAL BANK,  
New York



\$ Chicago, 19

after date promise to pay to

the order of


Dollars

at

Value received.

No. Due

Collins & Croftman Co. Stationers Chicago.



Chicago, Ill., 19

Received of

Dollars

A S. D. Childs & Co. 136 S. Clark St. Chicago.





PHILADELPHIA.

BOUGHT OF **JOHN WANAMAKER**

CITY HALL SQUARE

GENERAL MERCHANDISE

Dollars	Cents
\$	

Stamp of Issuing Office

--

(Form No. 6001)

No.

The Postmaster  
will insert

here

the office drawn on, when the office named by the remitter in the body of this application is not a Money Order Office.

Spaces above this line are for the Postmaster's record, to be filled in by him.

**Application for Domestic Money Order**

Spaces below to be filled in by purchaser, or, if necessary,  
by another person for him

Amount

..... Dollars..... Cents

Pay to  
Order of

.....  
(Name of person or firm for whom order is intended)

Whose  
Address  
is

No.

Street

Post  
Office

State

Sent by

.....  
(Name of Sender)

Address  
of  
sender

No.

Street

PURCHASER MUST SEND ORDER (ON BLUE PAPER) TO PAYEE

Dollars	Cents
\$	

Stamp of Issuing Office

--

(Form No. 6001)

No.

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here

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Amount

..... Dollars..... Cents

Pay to  
Order of

.....  
(Name of person or firm for whom order is intended)

Whose  
Address  
is

No.

Street

Post  
Office

State

Sent by

.....  
(Name of Sender)

Address  
of  
sender

No.

Street

PURCHASER MUST SEND ORDER (ON BLUE PAPER) TO PAYEE











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